

HARFORDTV BOARD MEETING

January 11, 2024

HarfordTV Office

399 Thomas Run Rd.

Bel Air, MD 21015

CALL TO ORDER: Aaron Cahall called the meeting to order at approximately 8:53 AM.

ATTENDEES: Mark Novak, Ron Sollod, Aaron Cahall, Linda Norman, David Anderson, Louise Anderson, Lauri Orzewicz, Matt Shiffermiller, Kelly Jara, Bob Lidke & Jackie Howard **Excused Absences:** Jessica Boyle-Tsottles, Linda Rich, Kirstie Durr, Wayne Hepler & Ryan Sexton **Unexcused Absence:** Adam Rybczynski & Tom Kunkel

With a quorum in attendance, Aaron called for approval of the November meeting minutes. A motion to approve was made and seconded. The minutes were approved.

Executive Director's Report

Mobile Van Productions

Van productions are listed in Kelly's report and are self-explanatory.

Freelancer & Studio Productions

Freelancer and studio productions are listed in Kelly's report and are self-explanatory.

Programming Update

The winter high school sports schedule is included in the meeting packet.

Our addictions event will be sponsored by the foundation and is confirmed for Wednesday, March 13th at 7:00pm at the Opera House. The working title is "Finding Facts, Solutions & Hope: Overcoming Drug Addiction in Harford County." We are very excited about this event and HarfordTV will start promoting in February, so we encourage everyone to share to get the word out.

Comcast and Verizon's franchises are up for renewal this year. We will be requesting an HD channel from Verizon.

Marketing

VOD and Facebook live numbers are listed in Kelly's report. Girls and boys basketball games received 1,000+ views on Facebook.

Our social media followers and November and December website analytics are listed in Kelly's report.

New Business

The FY25 Proposed Budget was presented to the board for review and approval. Kelly explained that the budget was flat, with the exception of the new production van, which will be submitted as a capital project for \$275,000. We have the Council's support.

Once purchased, the new van will need two months for outfitting, with most of the existing equipment being transferred to the new van. This will happen in July and August, the only months we can be without the van. There will be no productions those months that require using the van.

Aaron called for approval of the FY25 Budget. A motion to approve was made and seconded. The budget was approved.

Kelly asked for the February board meeting to be canceled. The board agreed, so the next meeting will take place on **Thursday, March 14, 2024, at 8:45 a.m.**, at the HTV office. It is important that we have a quorum because we'll be voting on a new Chair and Co-Chair. Wayne will be stepping down as Chair with his retirement from HCC in June. If anyone is interested in the positions, please let Kelly know.

The meeting was adjourned at 9:10 a.m.

Jacqueline Howard
Administrative Specialist